

# Our Juneau, Our Future

## Juneau Futures

### Findings from Workshops and Survey

City and Borough of Juneau  
Comprehensive Plan Update

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February 12, 2026



**OUR JUNEAU**

— OUR FUTURE —

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**01**

# **Outreach Overview**

# Juneau Futures Workshops

Participants were asked:

- Where should Juneau grow?
- How should Juneau grow?
- What does Juneau need to do to prepare for the future?



# Two Ways to Participate

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Workshops and surveys offered different experiences, but asked similar questions.

## Group Workshops

1. Select **development areas**
2. Invest in **actions**
3. Receive a **future condition**
4. **Adjust** for the future

## Individual Survey

1. Identify liked and disliked **development areas**
2. Identify liked and disliked **actions**
3. **Reflect** on potential futures

# Slightly Different Approaches

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## Group Workshops

### Facilitated:

Groups were guided by facilitators who could answer questions to help reach consensus

### Deep dive:

Groups considered tradeoffs and levels of investment

### Dynamic Future:

Groups had to adjust to various possible future conditions

## Individual Survey

### Independent:

Individuals took the survey independently and had to consult a prepared guide to answer questions

### High level:

Individuals considered both preferred and nonpreferred options

### Future Possibilities:

Individuals considered what future conditions might be likely

# Diverse Participation

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## Workshops


- **14** workshops hosted
- **335** participants
- Nov 2025 - Jan 2026

## Survey

- **300** responses received
- Oct 2025 - Jan 2026

## Communities reached:

- General Public
- Alaska Native Leadership and Stakeholders
- Juneau Economic Development Council (JEDC)
- Chamber of Commerce
- Planning Commission
- CBJ Leadership
- Juneau Assembly
- Juneau-Douglas High School
- UAS Students, Staff, and Faculty



**02**

# **Approach & Methods**

# Translating the Results

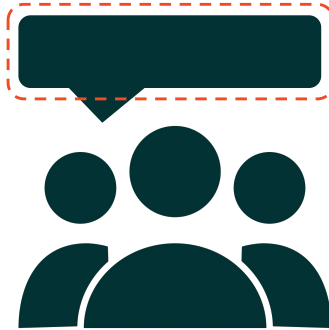
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To translate workshop and survey results we look at responses in a few ways:



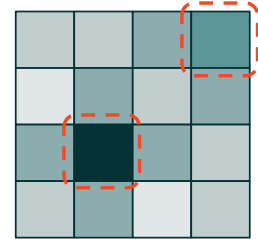
**Quantitative**

What were the most popular options?



**Qualitative**

Why were those options chosen?

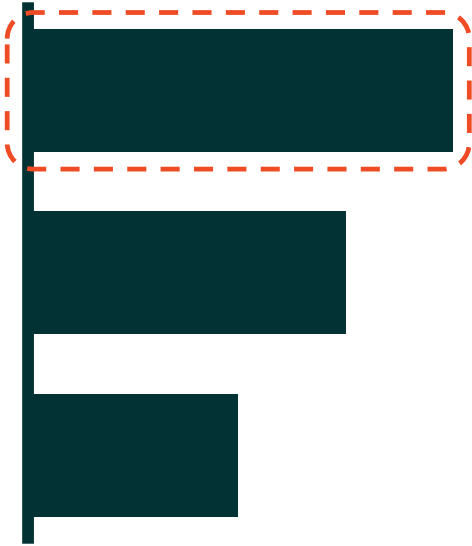


**Comparative**

Where were options chosen together?

# Identifying Popular Choices

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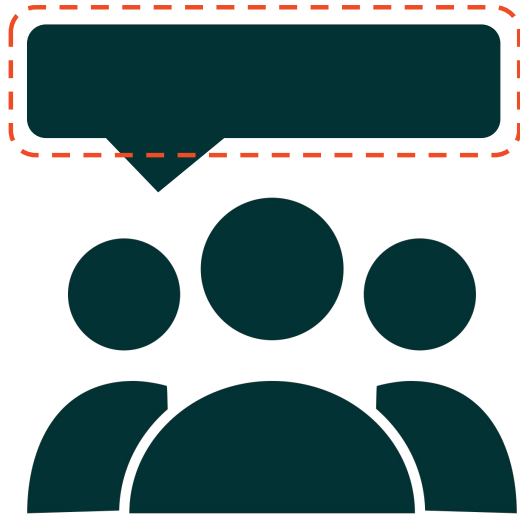
## Quantitative Analysis

Quantitative analysis identifies how frequently each option was selected.

This process involves comparing the number of times each option was selected.

# Understanding the Reasoning

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## Qualitative Analysis

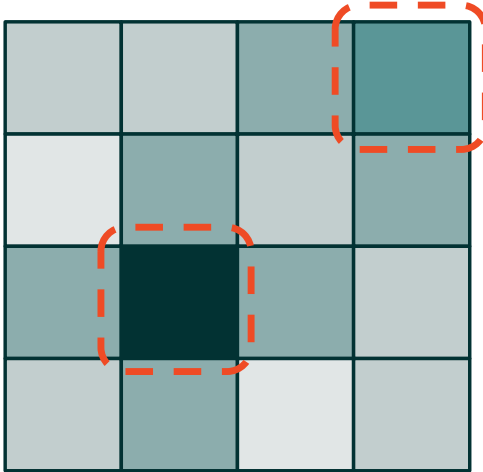
Qualitative analysis identifies why respondents chose the options they did.

This process involves reviewing the discussion notes from the workshops and the write in answers from the survey.

# Finding the Patterns

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## Comparative Analysis



Comparative analysis identifies where options were chosen together and is particularly important where respondents are able to select more than one option.

This process involves setting up a matrix that shows hotspots where respondents frequently chose options together.

# Distilling Findings

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Analyzing qualitative, quantitative, and comparative data together can paint a holistic understanding of how respondents approached building their future Juneau.

This goes deeper than just looking at the most popular options, it identifies themes, patterns, and varied approaches.



**03**

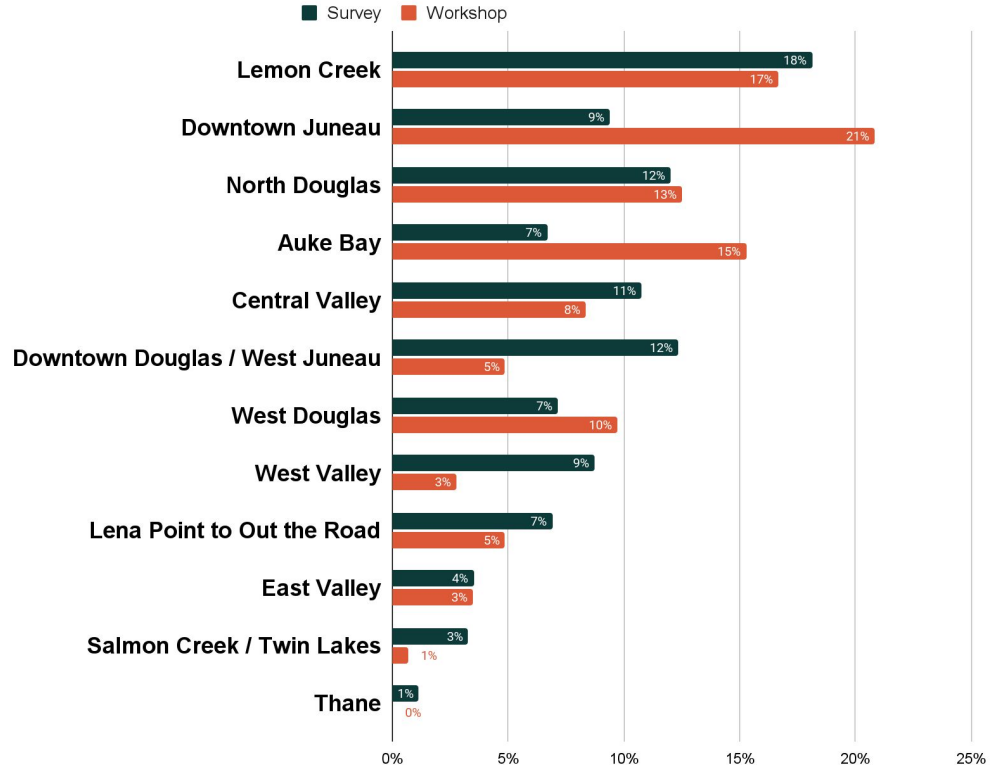
## **Key Takeaways: Development Areas**

# Where Should Juneau Grow?

## Survey & Workshop Results

Respondents were able to vote for multiple development areas. This chart shows what percent of all votes cast went to each individual development area with n being the total number of votes cast for all development areas combined.

Survey n= 883  
Workshop n= 144

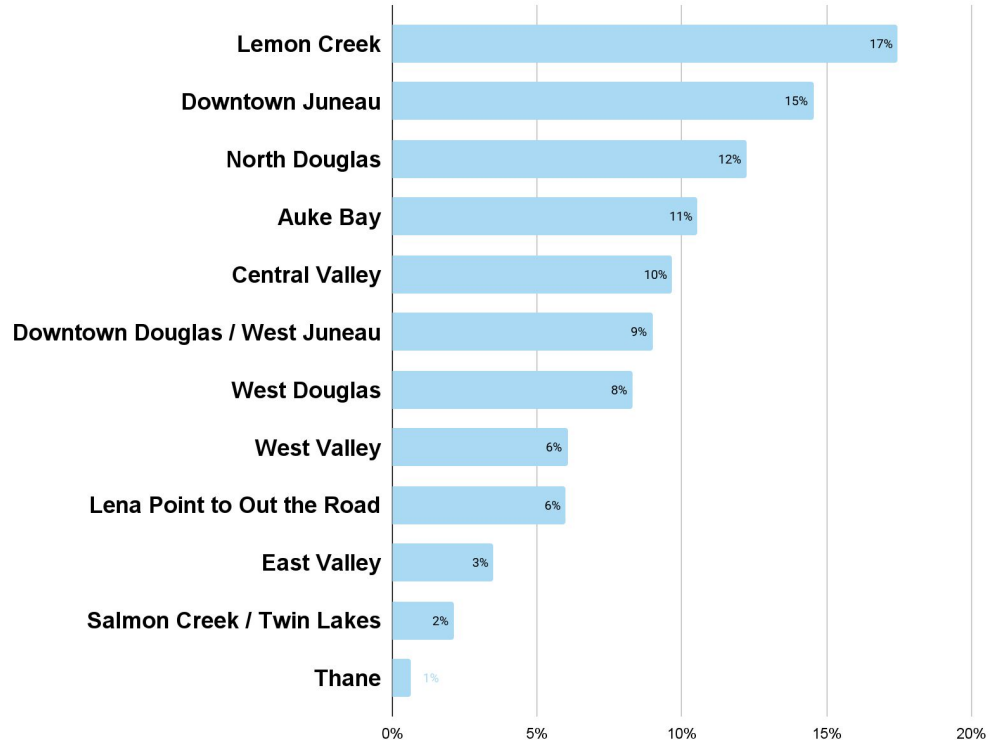


# Where Should Juneau Grow?

## Combined Results

The survey captured individual respondents choices while the workshop captures group input. This chart weights the workshop responses to the average group size and merges the data sets. It shows what percent of all votes cast went to each individual development area with n being the total number of votes cast for all development areas combined.

*Combined Weighted Average  
n= 1027*



# What Does This Tell Us?

The following themes represent patterns in the development areas that respondents selected. They are derived from looking at:

- The **top selected** areas
- The areas that were often **selected together**
- The **reasons behind** the area selections

# Invest Centrally

Downtown Juneau was a popular development area with many participants expressing interest in building activity in and around downtown, as the core of Juneau

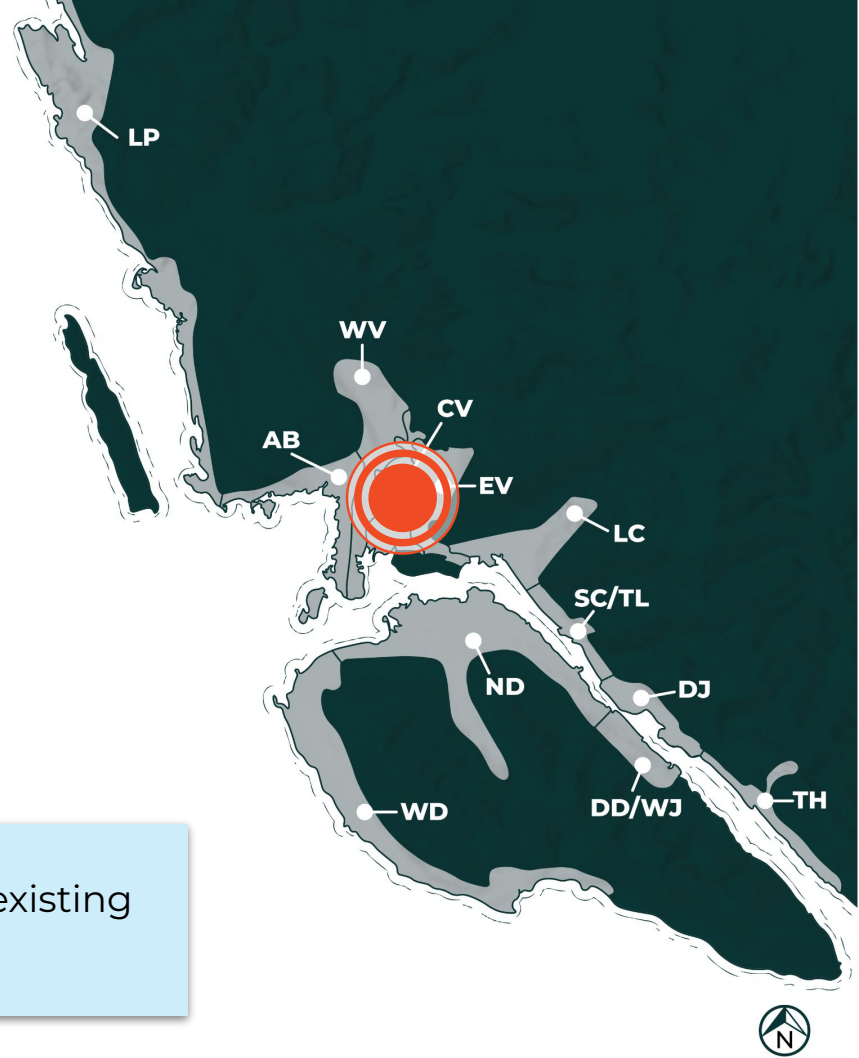
"Investing in downtown, transportation, and affordable housing will help buffer the impacts of less federal support by maintaining the community as a desirable destination"



# Invest in Established Neighborhoods

Mendenhall Valley, particularly Central and West Valley, were frequently selected due to their quantity of existing residents. Many respondent chose their development areas based on proximity to current residents

“Investments should focus on infill and areas with existing infrastructure.”



# Invest in Multiple Centers

Auke Bay and Lemon Creek were among the most selected development areas, often due to their proximity to residential or economic development and their potential to accommodate growth

“Should focus on [Lemon Creek] that has needed more services for a period of time already.”

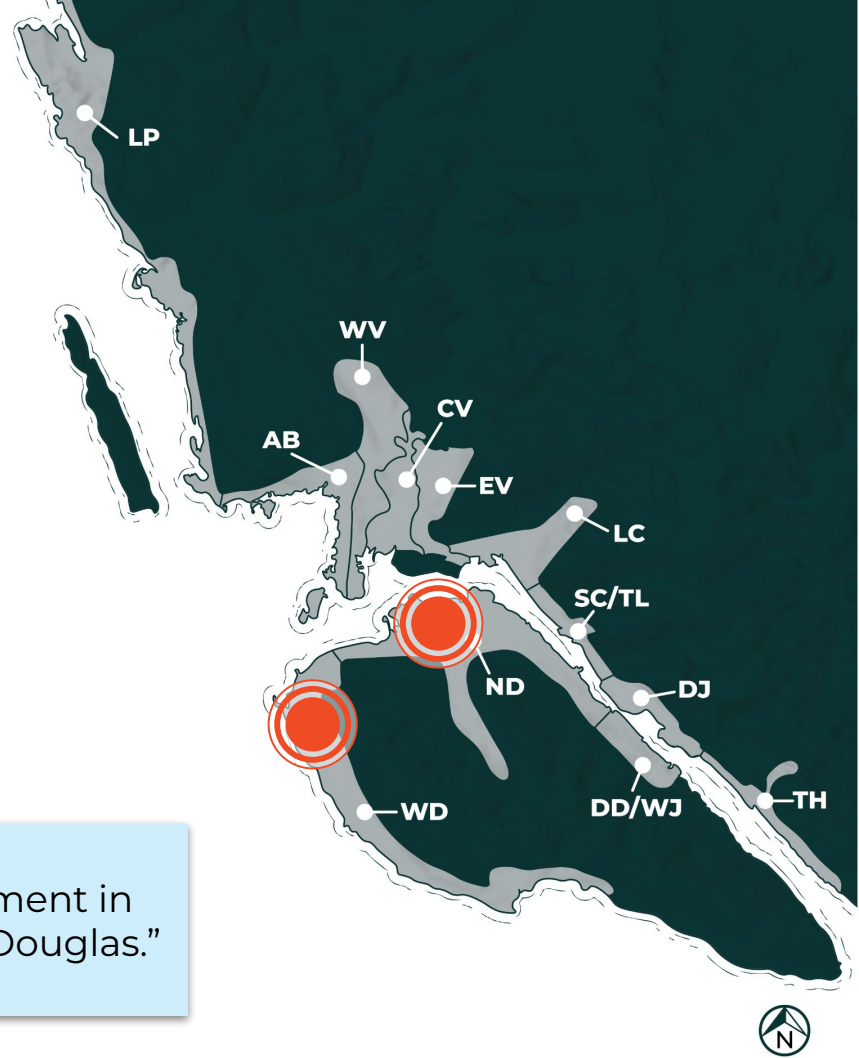
“[Auke Bay] has a lot of opportunities as an alternative community center.”



# Invest on Available Land

Developing on Douglas Island, particularly North Douglas, was popular due to available and undeveloped land and to serve as a gateway for future activity

“North Douglas is the next logical step for development in the next 20 years, and then we can focus on West Douglas.”





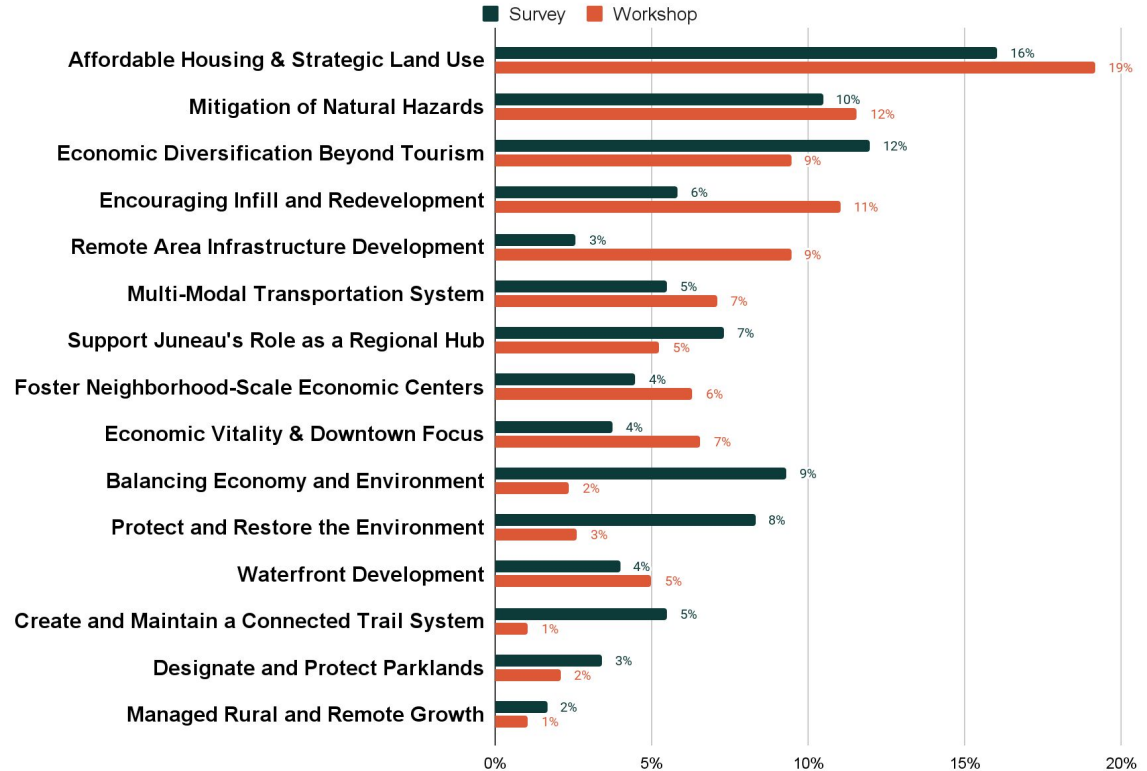
# Key Takeaways: Actions

# How Should Juneau Grow?

## Survey & Workshop Results

Respondents were able to vote for multiple actions and workshop respondents were able to cast multiple votes for a single action. This chart shows what percent of all votes cast went to each individual action with n being the total number of votes cast for all actions combined.

Survey n= 1204  
Workshop n= 381

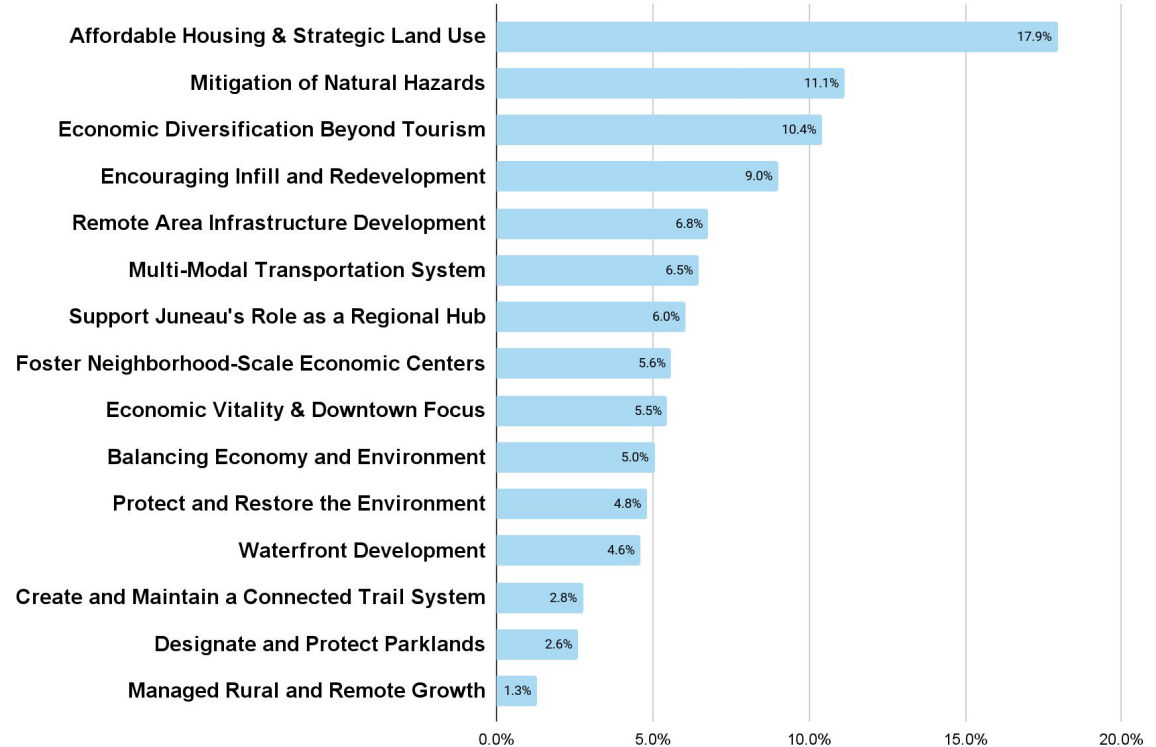


# How Should Juneau Grow?

## Combined Results

The survey captured individual respondents choices while the workshop captures group input. This chart weights the workshop responses to the average group size and merges the data sets. This chart shows what percent of all votes cast went to each individual action with n being the total number of votes cast for all actions combined.

*Weighted Average  
n= 1585*



# What Does This Tell Us?

The following themes represent patterns in the actions that respondents selected. They are derived from looking at:

- The **top selected** actions
- The actions that were often **selected together**
- The **reasons behind** the action selections

# Housing is Key

Housing was the most important issue for many participants. While approaches differed, it is clear that Juneau needs more housing solutions

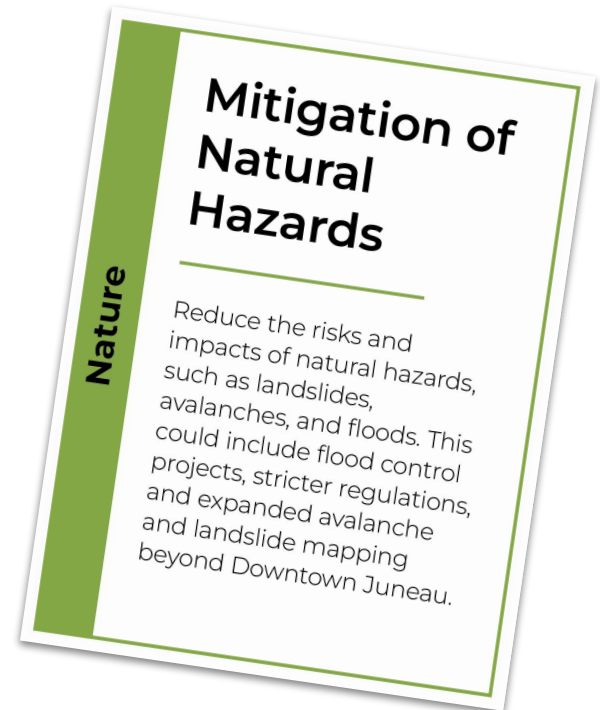


“Everything connects to housing.”

# Mitigate Hazards

Ensuring an future that is resilient in the face of hazards such as flooding and avalanches was a common priority among participants. Mitigating natural hazards was particularly popular action

“Protecting the Valley from future flooding is critical”



# Diversify Juneau's Economy

Economic strength and stability was an important value to many participants. There were many approaches, but it was agreed that the solution should extend beyond tourism

“Year round, well-paid, jobs in diverse economic sectors are the singular most important, foundational need for any community.”





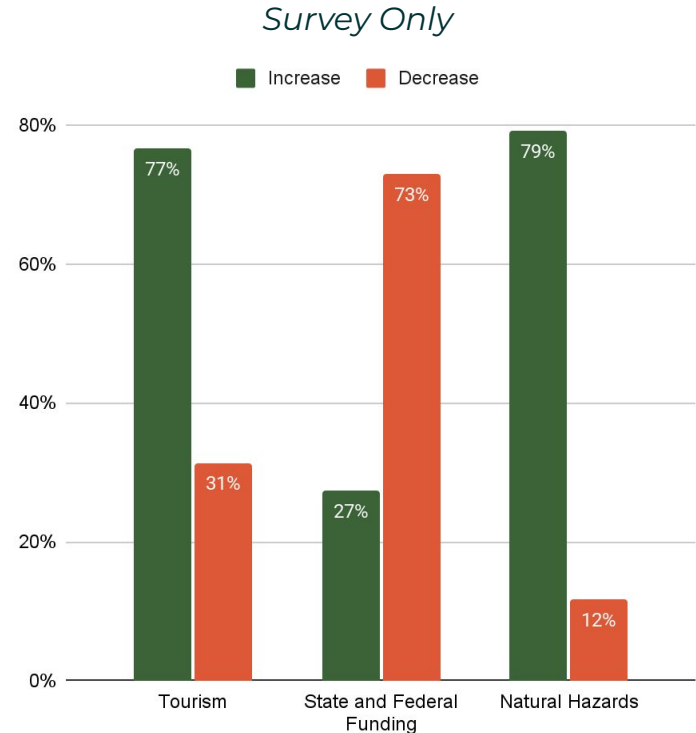
**05**

# **Key Takeaways: Future Uncertainty**

# Prepare for Change

When asked which potential futures they could see happening in Juneau, survey respondents said:

- **Tourism** will likely **increase**
- State and Federal **funding** will likely **decrease**
- The frequency and severity of **natural hazards** will likely **increase**

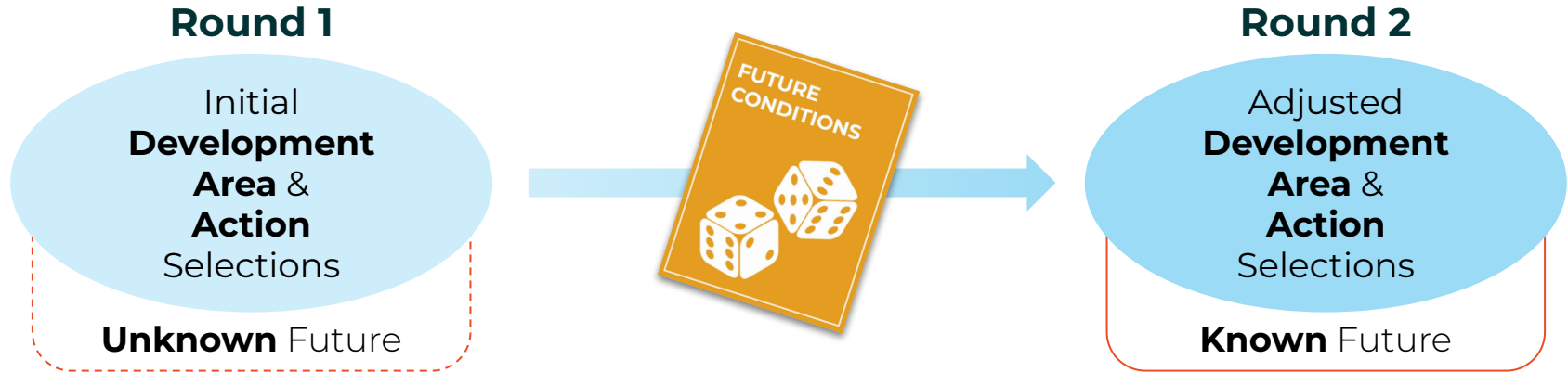


# Future Informed Selections

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In the workshops, groups rolled the dice for a future condition after making their initial selections in Round 1.

They then adjusted their selections to prepare for that future in Round 2.



# Future Conditions Changed Selections

The following slides compare how the initial development area and action selections from round 1 differed from round 2 depending on the future condition selected.



# Participants that got Increase in Tourism invested...

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## Less in:

- Economic Vitality & Downtown Focus
- Mitigating Natural Hazards
- Waterfront Development
- Auke Bay

## More in:

- Economic Diversification beyond Tourism
- Remote Area Infrastructure
- Lemon Creek
- West Douglas



# Participants that got Decrease in Funding invested...

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## Less in:

- Economic Vitality & Downtown Focus
- Mitigating Natural Hazards
- Affordable Housing and Strategic Land Use
- Auke Bay
- Downtown Juneau

## More in:

- Balancing Economy & Environment
- Economic Diversification Beyond Tourism
- East Valley



# Participants that got Increase in Natural Hazards invested...

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## Less in:

- Economic Vitality & Downtown Focus
- Remote Area Infrastructure Development
- West Douglas

## More in:

- Mitigation of Natural Hazards
- Auke Bay
- North Douglas
- Downtown Douglas/West Juneau





**06**

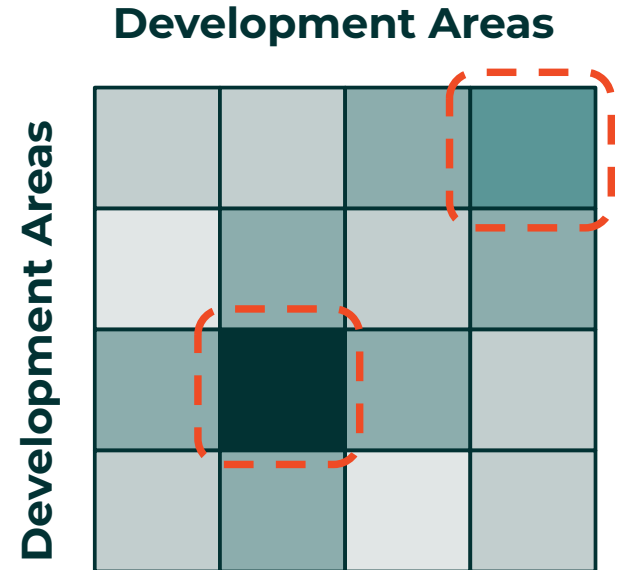
# **Appendix - Detailed Data Analysis Findings**

# Where Locations Were Selected Together

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**Respondents were able to select multiple development areas.**

Correlation tables show how frequently development areas were chosen together.



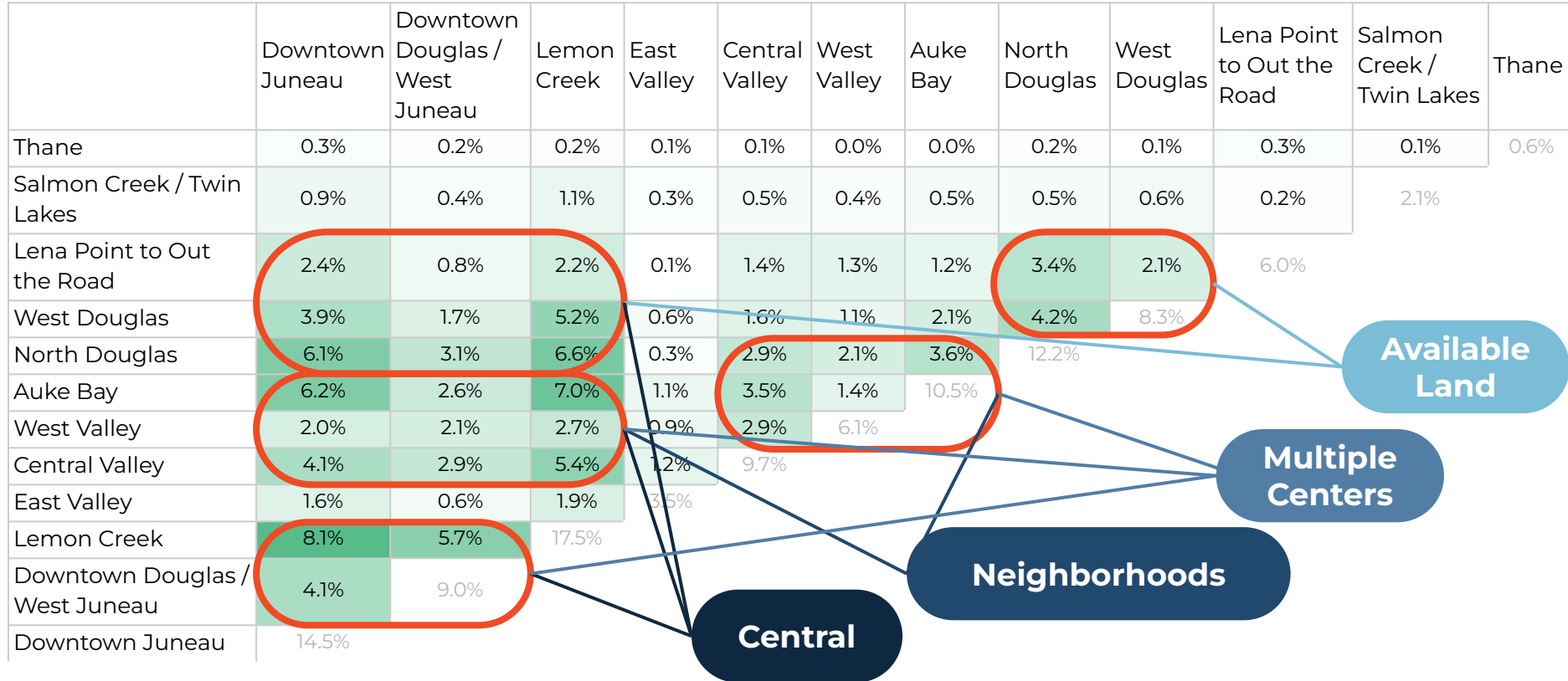
# Correlated Development Areas

	Downtown Juneau	Downtown Douglas / West Juneau	Lemon Creek	East Valley	Central Valley	West Valley	Auke Bay	North Douglas	West Douglas	Lena Point to Out the Road	Salmon Creek / Twin Lakes	Thane
Thane	0.3%	0.2%	0.2%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%	0.3%	0.1%	0.6%
Salmon Creek / Twin Lakes	0.9%	0.4%	1.1%	0.3%	0.5%	0.4%	0.5%	0.5%	0.6%	0.2%	2.1%	
Lena Point to Out the Road	2.4%	0.8%	2.2%	0.1%	1.4%	1.3%	1.2%	3.4%	2.1%	6.0%		
West Douglas	3.9%	1.7%	5.2%	0.6%	1.6%	1.1%	2.1%	4.2%	8.3%			
North Douglas	6.1%	3.1%	6.6%	0.3%	2.9%	2.1%	3.6%	12.2%				
Auke Bay	6.2%	2.6%	7.0%	1.1%	3.5%	1.4%	10.5%					
West Valley	2.0%	2.1%	2.7%	0.9%	2.9%	6.1%						
Central Valley	4.1%	2.9%	5.4%	1.2%	9.7%							
East Valley	1.6%	0.6%	1.9%	3.5%								
Lemon Creek	8.1%	5.7%	17.5%									
Downtown Douglas / West Juneau	4.1%	9.0%										
Downtown Juneau	14.5%											

**Ex: Lemon Creek x Auke Bay**  
 Percent of all development area votes where both Auke Bay and Lemon Creek were selected

**Ex: N. Douglas x N. Douglas**  
 Percent of all development area votes where North Douglas was selected

# Correlated Development Areas

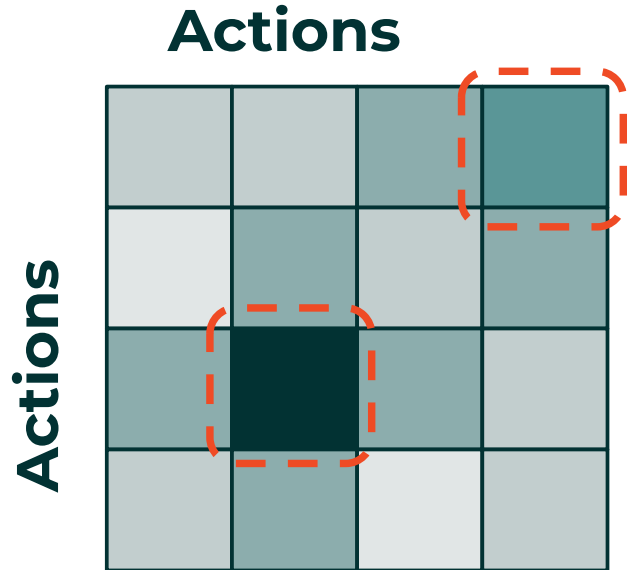


# Where Actions Were Selected Together

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**Respondents were able to select multiple actions.**

Correlation tables show how frequently development areas were chosen together.



# Correlated Actions

	Protect & Restore the Environment	Mitigation of Natural Hazards	Balancing Economy & Environment	Waterfront Development	Designate & Protect Parklands	Affordable Housing and Strategic Land Use	Economic Vitality & Downtown Focus	Support Juneau's Role as a Regional Hub	Economic Diversification Beyond Tourism	Foster Neighborhood Scale Economic Centers	Encouraging Infill & Redevelopment	Managed Rural & Remote Growth	Multi-Modal Transportation System	Remote Area Infrastructure Development	Create & Maintain a Connected Trail System
Create & Maintain a Connected Trail System	1.3%	1.6%	1.1%	0.6%	0.6%	2.7%	0.5%	0.7%	1.7%	0.9%	1.4%	0.2%	1.0%	0.3%	2.8%
Remote Area Infrastructure Development	0.6%	3.7%	1.1%	1.4%	0.4%	6.4%	2.2%	2.1%	2.9%	2.5%	3.1%	0.8%	1.5%	6.8%	
Multi-Modal Transportation System	2.0%	5.1%	1.8%	1.5%	1.4%	7.4%	2.0%	2.3%	4.3%	2.6%	4.3%	0.4%	6.5%		
Managed Rural & Remote Growth	0.2%	1.4%	0.6%	0.2%	0.2%	1.4%	0.0%	0.9%	0.8%	0.4%	0.8%	1.3%			
Encouraging Infill & Redevelopment	1.8%	5.9%	1.5%	2.3%	1.5%	10.0%	3.1%	2.3%	5.4%	3.2%	9.0%				
Foster Neighborhood Scale Economic Centers	1.6%	3.9%	1.5%	1.5%	0.6%	7.3%	1.7%	1.3%	3.5%	5.6%					
Economic Diversification Beyond Tourism	2.5%	6.1%	2.9%	2.6%	1.7%	10.5%	2.7%	4.4%	10.4%						
Support Juneau's Role as a Regional Hub	1.2%	3.5%	2.3%	1.6%	0.6%	6.1%	1.5%	6.0%							
Economic Vitality & Downtown Focus	1.0%	3.0%	0.7%	2.3%	0.1%	5.7%	5.5%								
Affordable Housing and Strategic Land Use	3.9%	9.5%	3.7%	4.0%	2.2%	17.9%									
Designate & Protect Parklands	1.1%	2.1%	0.6%	0.4%	2.6%										
Waterfront Development	0.7%	2.6%	0.8%	4.6%											
Balancing Economy & Environment	1.9%	2.8%	5.0%												
Mitigation of Natural Hazards	2.8%	11.1%													
Protect & Restore the Environment	4.8%														

**Ex: Infill & Redev x Infill & Redev** Percent of investment that went to Encouraging Infill & Redevelopment

**Ex: Waterfront Dev x Mitigation of Natural Hazards** Percent of investment where both Waterfront Development and Mitigation of Natural Hazards were selected

# Correlated Actions

	Protect & Restore the Environment	Mitigation of Natural Hazards	Balancing Economy & Environment	Waterfront Development	Designate & Protect Parklands	Affordable Housing and Strategic Land Use	Economic Vitality & Downtown Focus	Support Juneau's Role as a Regional Hub	Economic Diversification Beyond Tourism	Foster Neighborhood Scale Economic Centers	Encouraging Infill & Redevelopment	Managed Rural & Remote Growth	Multi-Modal Transportation System	Remote Area Infrastructure Development	Create & Maintain a Connected Trail System
Create & Maintain a Connected Trail System	1.3%	1.6%	1.1%	0.6%	0.6%	2.7%	0.5%	0.7%	1.7%	0.9%	1.4%	0.2%	1.0%	0.3%	2.8%
Remote Area Infrastructure Development	0.6%	3.7%	1.1%	1.4%	0.4%	6.4%	2.2%	2.1%	2.9%	2.5%	3.1%	0.8%	1.5%	6.8%	
Multi-Modal Transportation System	2.0%	5.1%	1.8%	1.5%	1.4%	7.4%	2.0%	2.3%	4.3%	2.6%	4.3%	0.4%	6.5%		
Managed Rural & Remote Growth	0.2%	1.4%	0.6%	0.2%	0.2%	1.4%	0.0%	0.9%	0.8%	0.4%	0.8%	1.3%			
Encouraging Infill & Redevelopment	1.8%	5.9%	1.5%	2.3%	1.5%	10.0%	3.1%	2.3%	5.4%	3.2%	9.0%				
Foster Neighborhood Scale Economic Centers	1.6%	3.9%	1.5%	1.5%	0.6%	7.3%	1.7%	1.3%	3.5%	5.6%					
Economic Diversification Beyond Tourism	2.5%	6.1%	2.9%	2.6%	1.7%	10.5%	2.7%	4.4%	10.4%						
Support Juneau's Role as a Regional Hub	1.2%	3.5%	2.3%	1.6%	0.6%	6.1%	1.5%	6.0%							
Economic Vitality & Downtown Focus	1.0%	3.0%	0.7%	2.3%	0.1%	5.7%	5.5%								
Affordable Housing and Strategic Land Use	3.9%	9.5%	3.7%	4.0%	2.2%	17.9%									
Designate & Protect Parklands	1.1%	2.1%	0.6%	0.4%	2.6%										
Waterfront Development	0.7%	2.6%	0.8%	4.6%											
Balancing Economy & Environment	1.9%	2.8%	5.0%												
Mitigation of Natural Hazards	2.8%	11.1%													
Protect & Restore the Environment	4.8%														

**Economy**

**Housing**

**Nature**

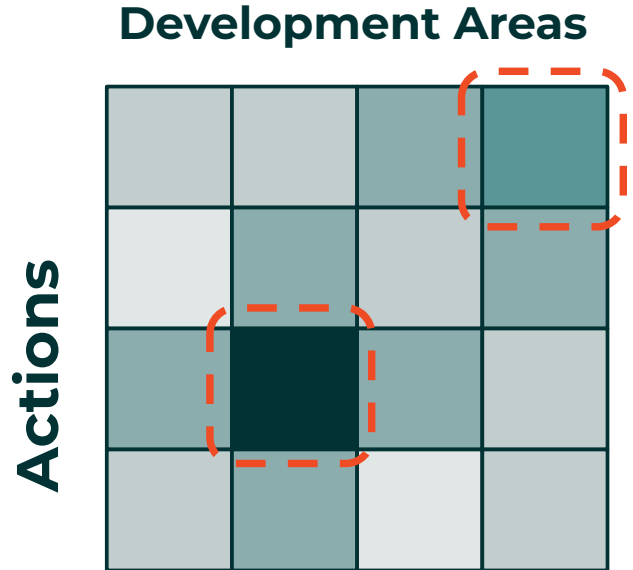
Housing, economy, and nature were the the most popular options across the board, regardless of what actions were chosen with them.

# Actions Selected in Each Development Area

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**Actions were chosen at with different development areas at varying rates.**

Correlation tables show how frequently actions were selected when each development area was also selected.



# Actions by Development Areas

	Downtown Juneau	Downtown Douglas / West Juneau	Lemon Creek	East Valley	Central Valley	West Valley	Auke Bay	North Douglas	West Douglas	Lena Point to Out the Road	Salmon Creek / Twin Lakes	Thane
Protect & Restore the Environment	2.2%	1.9%	3.6%	0.8%	1.9%	0.6%	2.0%	1.3%	1.4%	0.6%	0.4%	0.2%
Mitigation of Natural Hazards	6.2%	2.9%	7.4%	1.1%	5.1%	0.8%	6.5%	3.4%	3.6%	1.8%	0.6%	0.0%
Balancing Economy & Environment	2.1%	1.9%	3.0%	0.8%	1.8%	0.8%	1.3%	1.8%	1.7%	0.9%	0.5%	0.1%
Waterfront Development	2.7%	1.2%	2.4%	1.0%	1.3%	0.2%	2.0%	1.6%	1.7%	0.9%	0.2%	0.1%
Designate & Protect Parklands	1.4%	0.8%	1.9%	0.6%	0.7%	0.4%	1.1%	0.9%	1.0%	0.3%	0.4%	0.0%
Affordable Housing and Strategic Land Use	11.0%	5.2%	11.4%	2.3%	6.0%	2.1%	7.7%	6.8%	6.3%	3.4%	1.0%	0.2%
Economic Vitality & Downtown Focus	5.1%	1.5%	2.3%	0.8%	1.7%	0.5%	2.3%	2.0%	2.2%	0.9%	0.2%	0.2%
Support Juneau's Role as a Regional Hub	3.0%	1.5%	3.3%	0.5%	1.9%	0.5%	2.2%	2.5%	2.1%	1.3%	0.5%	0.1%
Economic Diversification Beyond Tourism	5.9%	3.1%	6.1%	2.1%	3.4%	0.8%	3.4%	3.6%	3.4%	2.2%	0.6%	0.2%
Foster Neighborhood Scale Economic Centers	3.3%	1.0%	3.8%	1.0%	1.1%	0.5%	3.3%	2.5%	1.4%	1.4%	0.3%	0.0%
Encouraging Infill & Redevelopment	6.3%	1.9%	6.6%	1.3%	2.8%	0.8%	5.1%	2.9%	2.8%	1.2%	0.7%	0.0%
Managed Rural & Remote Growth	0.5%	0.0%	0.5%	0.1%	0.5%	0.1%	0.7%	0.5%	0.5%	0.2%	0.2%	0.0%
Multi-Modal Transportation System	4.4%	1.9%	4.4%	1.3%	2.2%	0.6%	2.8%	2.4%	1.9%	0.6%	0.4%	0.0%
Remote Area Infrastructure Development	4.5%	0.6%	2.8%	0.0%	1.2%	0.7%	3.1%	4.4%	3.5%	3.0%	0.2%	0.1%
Create & Maintain a Connected Trail System	1.4%	0.7%	1.8%	0.5%	1.1%	0.3%	0.9%	0.5%	1.1%	0.5%	0.2%	0.1%